



County of Los Angeles  
**CHIEF ADMINISTRATIVE OFFICE**

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DAVID E. JANSSEN  
Chief Administrative Officer

December 18, 2006

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From: David E. Janssen  
Chief Administrative Officer

**FARMERS' MARKET ON MALL OF KENNETH HAHN HALL OF ADMINISTRATION**

In response to the Board's directive at its August 8, 2006 meeting, my office began researching creation of a weekly certified farmers' market on the Mall of the Kenneth Hahn Hall of Administration. In a September 13, 2006 memorandum, we noted that many factors need to be explored before establishing a certified farmers market on the Mall.

**BACKGROUND**

In 1976, the California Department of Food and Agriculture succeeded in obtaining passage of legislation authorizing and governing operation of these establishments. The associated regulations, established in 1977 and amended on several occasions since, are quite complicated in some regards. According to State regulations, each certified farmers' market (CFM) must be operated by one or more certified producers, a non-profit organization, or a local government agency.

Like any business operator, a prospective CFM operator must examine the potential profitability of an operation at a particular site before making a commitment. The operator may only invite farmers who have been certified by the County Agricultural Commissioner to sell specific produce products produced by the respective growers.

Our discussions with the Department of Agricultural Commissioner/Weights and Measures have yielded certain facts that would affect establishment of a certified farmers' market in the Mall area. A farmers' market would require certifications and inspections by the Agricultural Commissioner. The Agricultural Commissioner and County Counsel believe that the department should not take on the dual role.

## **ISSUES**

### **Certification and Compliance**

Any operator of a routinely occurring market has other issues to address as part of the operation. For instance, when seasons change and new fruits and vegetables are cultivated, participating growers must be re-certified as actively producing the new products. Amendments and revisions to the certificates will be needed. Varying seasonal production issues also affect the sustainability of a certified farmers' market, as participating producers must be continually recruited to fill stalls vacated by growers whose products are no longer in production.

If packaged, specific requirements apply regarding labeling and packaging of produce items for sale to the general public and, in many instances, specific produce maturity and quality standards must be enforced. Participating certified producers must be monitored to ensure that their respective Certified Producer Certificates are posted, reflect the products that they are selling, and that the volumes sold match the projected yield of their growing operations, protecting the integrity of the "direct marketing" system as one in which only products personally produced are sold to the public. These requirements must be enforced by the CFM operator as well as by inspectors of the Department of Agricultural Commissioner/Weights and Measures.

Other considerations include the fact that a CFM operator is responsible for the collection and remittance to the California Department of Food and Agriculture (CDFA) of a fee for each producer on each day of participation in the market. The operator must, also, obtain an itemized list of all products sold by each producer on each day of market operation and retain, for review, those lists for at least 18 months.

State regulations require that a CFM operator promulgate a set of market rules and regulations which specify procedural criteria pertaining to the admission of a producer to the market, admission of agricultural products, removal of a producer from a market, and allowance of a producer to sell on behalf of another certified producer. Certified producers aggrieved by any such rules or procedures may appeal and/or submit a request for review to CDFA regarding the establishment of or action taken under those rules.

Finally, all agricultural products sold at a CFM must comply with specific requirements of the California Uniform Retail Food Facilities Law, the California Sherman Food, Drug, and Cosmetic Law, and other elements of the California Health and Safety Code. Considerations must be given to providing restroom access and sinks with hot and cold running water to meet cleanliness and hygiene requirements.

### **Logistics**

Considerations must be given to storage facilities for barricades, signage, canopies, chairs, tables, etc., unless the CFM operator and participants provide for remote storage and transportation of such equipment throughout the year. The availability of adequate, affordable parking for customers and programs to advertise and promote a CFM are other issues to be considered in establishing a market that is sustainable and profitable to all involved

### **CONCLUSION AND ALTERNATIVE**

The County is not able at this time to surmount the legal and regulatory issues which preclude establishing a weekly CFM on the Mall area. We have, however, identified that there presently exist numerous CFMs located within the Civic Center area. County employees should be made aware of these markets as nearby, readily accessible sources of wholesome produce and seasonal agricultural commodities. Appropriate promotional outlets are the County Digest and Workplace Connection newsletters, e-mail blasts and department bulletin boards. Eight CFMs are located within five miles of the Kenneth Hahn Hall of Administration. They are easily accessible to employees taking public transportation such as the DASH or Metro Red Line subway. (See Attached Chart)

My office will work with the Agricultural Commissioner to establish a plan to promote awareness of the CFMs. In doing so, we also will highlight the availability of nearly 90 CFMs throughout the County, encouraging County employees to visit markets close to their homes, thus promoting healthy lifestyles through inclusion of fresh California produce into their personal and families' diets.

If you would like additional information, please contact me at (213) 974-1101, or Kurt Floren, Director, Agricultural Commissioner/Weights and Measures, at (626) 575-5451.

DEJ:GK  
VPL:dd

Attachment

c: Executive Officer, Board of Supervisors  
County Counsel

**Certified Farmers Markets Within Five Miles of the Hall of Administration**

No.	Market	Distance	Season	Day	Hours	Remarks
1	Chinatown 727 N. Hill St	0.51 miles	Year Round	Thursdays	2:00 p.m. - 6:00 p.m.	Averages 12 stalls; Average cleanliness & organization: B Dash
2	Little Tokyo 123 S. Onizuka Ave	0.63 miles	Year Round	Tuesdays	10:00 a.m. - 2:00 p.m.	8-14 stalls; Average cleanliness & organization; A Dash
3	Downtown LA 5 <sup>th</sup> St & Grand Ave	0.78 miles	Year Round	Wednesdays	11:30 a.m. - 2:00 p.m.	Averages 17 stalls; Above average cleanliness & organization; B Dash
4	Seventh St 7 <sup>th</sup> St & Figueroa Ave	1.51 miles	Year Round	Thursdays	11:00 a.m. - 3:00 p.m.	Averages 6 stalls; Well-organized, average cleanliness; A Dash, Metro Red Line
5	Echo Park Sunset Bl & Logan Ave	1.82 miles	Year Round	Fridays	3:00 p.m. - 7:00 p.m.	New
6	Adams Bl & Vermont Ave (St Agnes Catholic Church)	4.06 miles	Year Round	Wednesdays	2:00 p.m. - 6:00 p.m.	10-13 stalls; Average cleanliness & organization
7	Wilshire Center Mariposa Ave & Wilshire Bl	4.16 miles	Year Round	Fridays	11:30 a.m. - 3:00 p.m.	10-13 stalls; Average cleanliness & organization; Metro Red Line
8	Hollywood-Sears Virginia Ave & St. Andrews Pl	4.70 miles	Year Round	Wednesdays	12 noon - 5:30 p.m.	2-3 stalls; Average cleanliness & organization